

**Notice of References Cited**

Application/Control No.

09/846,616

Applicant(s)/Patent Under  
Reexamination  
KASOWER, SHELDON

Examiner

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Art Unit

3691

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*	U	Ettorre ("Paul Kahn on exceptional marketing": Management Review v83n11 PP: 48-51 Nov 1994 CODEN: MRVWDJ ISSN: 0025-1895 JRNL CODE: MRV) (see page 3 of 5, Paragraph 8)
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.